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State of South Carolina

RECORD OF NEGOTIATIONS

Solicitation Number: 27343208
Procurement Officer: Mike Nebesky
Phone: (864)656-2067
E-Mail Address: nebesky@clemson.edu
Address: ASB, Silas N. Pearman Blvd
 Clemson, SC 29634

CONTRACT DESCRIPTION: University Beverage Pouring Rights Contract

USING GOVERNMENTAL UNIT: Clemson University

OFFEROR'S NAME AND ADDRESS: Coca-Cola Bottling Company Consolidated (CCBCC)
 4100 Coca-Cola Plaza
 Charlotte, NC 28211

IMPORTANT NOTICE:

Offeror is required to sign this document and return 1 copy to the procurement officer named above by the following date:
TBD.

DESCRIPTION OF NEGOTIATED CHANGES:

(attach additional pages if necessary)

1. In lieu of Clemson University reworking their commission structure with Aramark to better promote more aggressive retails on specific brands and packages as well as reexamining vending placements, CCBCC is willing to invest an additional \$40,000 into a marketing budget annually to be used specifically to help drive campus bottle & can and vending sales. These funds will be used by mutual agreement by CCBCC and Clemson University toward the following ideas, but not limited to:
 - a. Reinvesting funds to reduce nets.
 - b. Utilizing funds to be used toward rebates and incentives.
 - c. Creation and execution of "bounceback" programs in campus vending that promote beverage sales in other areas on campus.
 - d. Campus advertising of promotions.
 - e. Investment in any special equipment, structure, etc. that would promote beverage sales.
2. CCBCC will conduct quarterly meetings with Clemson University to help create and execute these vending and campus beverage programs that promote sales growth on campus. The goal would be to create promotional calendars to use throughout the year and to review prior results.
3. CCBCC considers Clemson University to be a premium partner and as we have done in the past, we will continue offer the University our newest marketing ideas as they arise. While it would be impossible to identify all future opportunities today, examples of the ideas in the past have ranged from sampling of new brands such as Vault and Coke Zero to brand new technologies such as glass front venders and Freestyle fountain units to student life enhancement ideas such as the Open Happiness machine.

SIGNATURE OF PERSON AUTHORIZED TO SUBMIT
 BINDING OFFER TO ENTER A CONTRACT ON BEHALF OF
 OFFEROR:

By:

Robert J. Bestwick
 (authorized signature)

Robert J. Bestwick

(printed name of person signing above)

Its:

Corporate Director of On Premise

(title of person signing above)

Date:

5/10/2012

SIGNATURE OF PERSON AUTHORIZED TO APPROVE
 NEGOTIATED MODIFICATIONS ON BEHALF OF USING
 GOVERNMENTAL ENTITY:

By:

Michael J. Nebesky
 (authorized signature)

Michael J. Nebesky

(printed name of person signing above)

Its:

Procurement Director

(title of person signing above)

Date:

5/11/12